

Press Release

Regis Group Senior Associate Richard Earle speaks to *Behavior, Energy and Climate Change Conference* about Social Marketing techniques

Leesburg, VA, December 3, 2007 — Richard Earle, Senior Associate at the Regis Group, Inc. of Leesburg, Virginia spoke on November 8 in Sacramento, California, to a sold-out conference of energy executives, academics and environmentalists.

The Conference, jointly sponsored by American Council for an Energy Efficient Economy, the California Institute for Energy & Environment, and the Precourt Institute for Energy Efficiency at Stanford University, addressed the need for creating behavior change in energy consumers.

In a speech entitled “The How, When, and Why’s of Social Marketing Campaigns” Earle described and gave examples of sophisticated techniques for changing human behavior through Social Marketing.

“The big problem with promoting energy efficiency programs, or support for Clean Energy, is that you are essentially selling an invisible product,” said Earle in his speech. “Your target audience may be sympathetic to your environmental goals, but since there is no immediate tangible result from their behavior change or financial support, your task becomes doubly difficult.”

Earle, Author of the book “The Art of Cause Marketing,” showed examples of social marketing campaigns he had supervised, including commercials for the Massachusetts Tobacco Control Program and a campaign produced for the Clean Energy States Alliance and SmartPower. He stressed the importance of understanding the psychology of the targets of such campaigns, and doing qualitative research to uncover any hidden barriers to behavior change. Earle is currently an advertising consultant to SmartPower, and Opinion Dynamics Corporation for their evaluation of the California Energy Efficiency Statewide Marketing and Outreach Program.

Richard Earle closed his speech by showing an early environmental classic, a “Crying Indian” commercial for Keep America Beautiful, which he wrote and produced.

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